


Ethos, Pathos, or Logos?

What appeal are
advertisers using to
get you to buy their
product?



ETHOS, PATHOS, and LOGOS

- AS YOU ANALYZE THE ADVERTISEMENTS:
- Ethos: Is it Ethical?
- Pathos: Does it make you feel a strong emotion?
- Logos: Does it make you use your sense of reason?

Ethos

- *Ethos*: Ethics
- To make the audience decide **right or wrong** about what is being presented to it
- Political issues, national beliefs, religious issues, etc...
- Typically has contrasting colors symbolizing the difference between good and evil.

Pathos

- *Pathos*: Emotion
- To make the audience **feel** something about what is presented to it
- Children, animals, illness, memories, etc...
- “Tugs at your heart strings”

Logos

- *Logos*: Logic
- To make the audience **think** about what is presented to it
- Statistics, facts, authorities, etc...
- Very straightforward, and not “fluff”. It has a very scientific, factual approach.

Can some advertisements have more than one appeal?

- Yes! The more appeals used in an ad the more likely the consumer is to connect with it.
- For this activity, please note which persuasive appeal (ethos, logos, or pathos) is the **PREDOMINANT** technique used and explain why briefly (in a few words)
- You can add your response in an annotation in GoodReader

Ethos, Pathos, or Logos?

A black and white photograph of a baby sitting inside a large Michelin tire. The baby is looking out from the center of the tire, which is positioned vertically. The baby is wearing a diaper. The tire has the word 'MICHELIN' visible on its sidewall.

**MICHELIN. BECAUSE
SO MUCH IS RIDING
ON YOUR TIRES.**

At Michelin, we are guided by a single overriding concept: tires are as far as we are concerned - the most important pieces of equipment you can put on your car.

Therefore, making the best tires possible, regardless of cost, has become an obsession with us.

That is why we make our own steel for our steel-belted radials. Why each tire model is so long in the development stage. And even longer in the testing and manufacturing stages.

That is also why Michelin performs as well as they perform. And last as long as they last.

And, of course, why they cost more to buy.


Though you may find, as many Michelin buyers do, they end up costing less to own.



MICHELIN

Ethos, Pathos, or Logos?



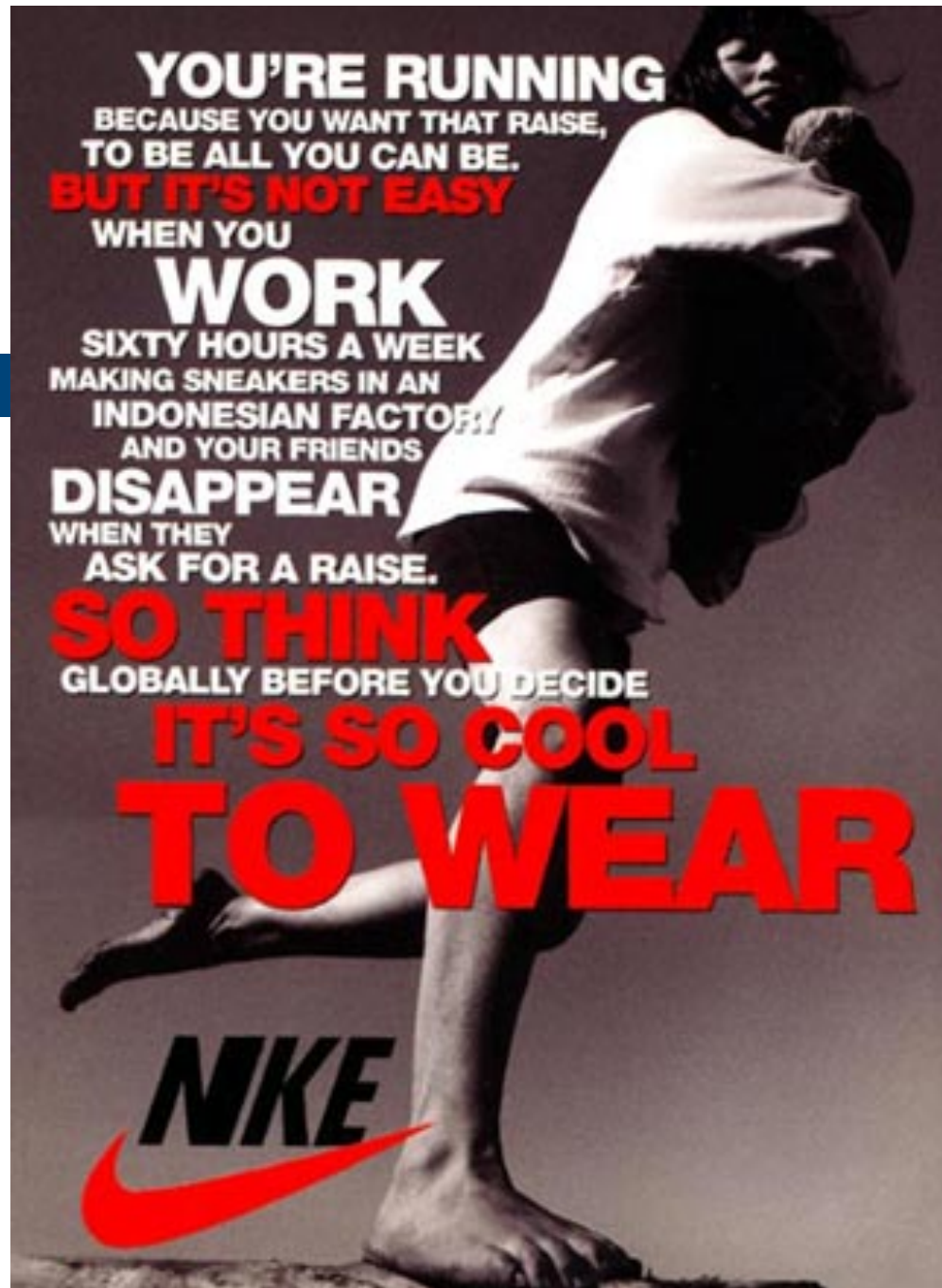


One promise, **two sisters.**

susan g.
komen
FOR THE **cure**

Our promise is to save lives
and end breast cancer forever.

Ethos,
Pathos,
or
Logos?



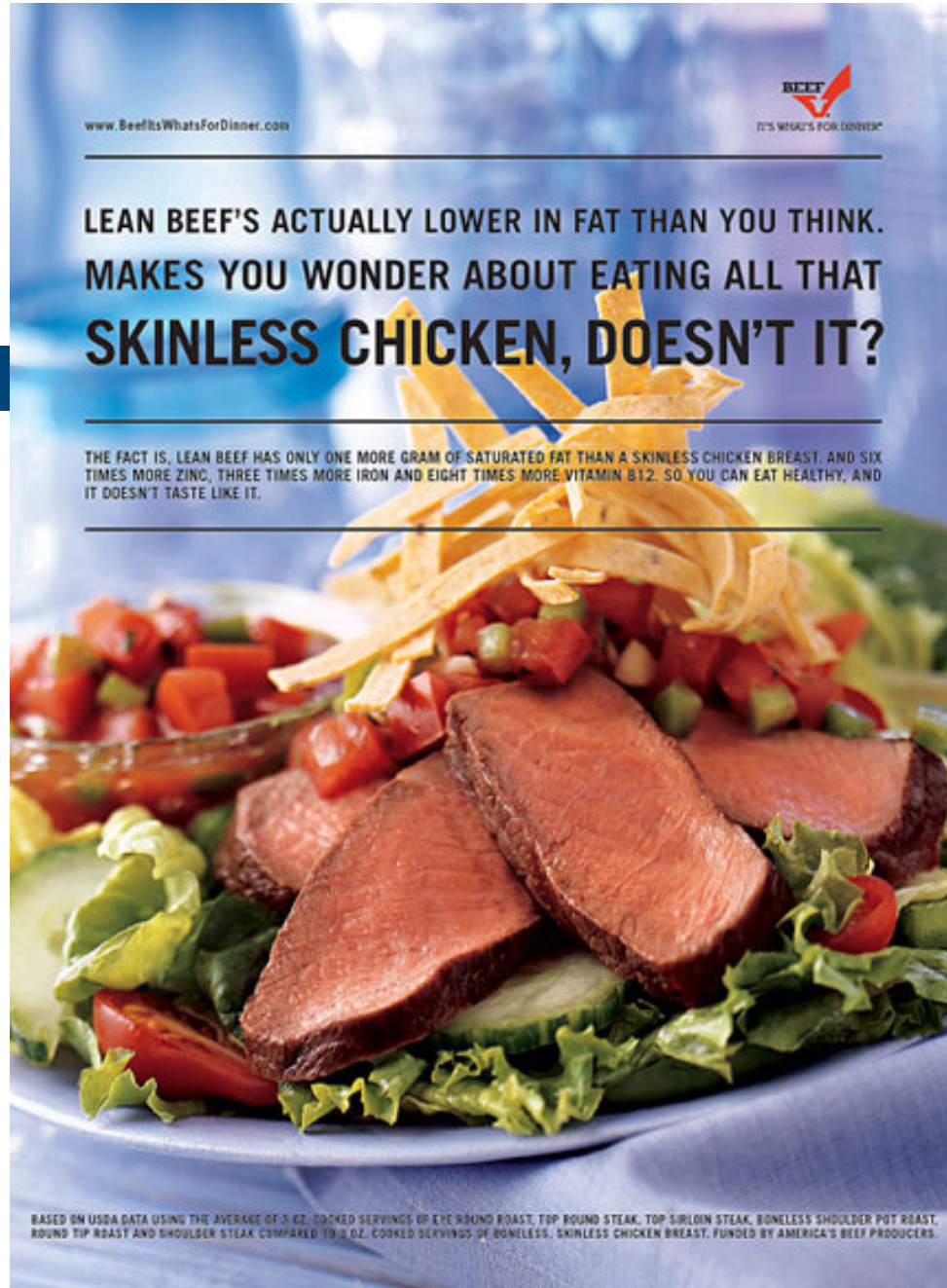
YOU'RE RUNNING
BECAUSE YOU WANT THAT RAISE,
TO BE ALL YOU CAN BE.
BUT IT'S NOT EASY
WHEN YOU
WORK
SIXTY HOURS A WEEK
MAKING SNEAKERS IN AN
INDONESIAN FACTORY
AND YOUR FRIENDS
DISAPPEAR
WHEN THEY
ASK FOR A RAISE.
SO THINK
GLOBALLY BEFORE YOU DECIDE
IT'S SO COOL
TO WEAR

NIKE

The advertisement features a black and white photograph of a person in mid-stride, running barefoot. The person is wearing a light-colored t-shirt and dark shorts. The background is a dark, textured surface. The text is overlaid on the image, with some words in bold white and others in bold red. The Nike logo is at the bottom left.



Ethos, Pathos, or Logos?



www.BeefitsWhatsForDinner.com

**LEAN BEEF'S ACTUALLY LOWER IN FAT THAN YOU THINK.
MAKES YOU WONDER ABOUT EATING ALL THAT
SKINLESS CHICKEN, DOESN'T IT?**

THE FACT IS, LEAN BEEF HAS ONLY ONE MORE GRAM OF SATURATED FAT THAN A SKINLESS CHICKEN BREAST, AND SIX TIMES MORE ZINC, THREE TIMES MORE IRON AND EIGHT TIMES MORE VITAMIN B12. SO YOU CAN EAT HEALTHY, AND IT DOESN'T TASTE LIKE IT.

BASED ON USDA DATA USING THE AVERAGE OF 3 OZ. COOKED SERVINGS OF EYE ROUND ROAST, TOP ROUND STEAK, TOP SIRLOIN STEAK, BONELESS SHOULDER POT ROAST, ROUND TIP ROAST AND SHOULDER STEAK COMPARED TO 3 OZ. COOKED SERVINGS OF BONELESS, SKINLESS CHICKEN BREAST. FUNDED BY AMERICA'S BEEF PRODUCERS.

Ethos, Pathos, or Logos?

**Teaching
Children
To Hate
Will Never
Lead To Peace.**

Hamas, Hezbollah
and Islamic Jihad...
Change Your Charters and Your Future.

Israel Seeks A Partner For Peace.

Learn More at StandWithUs.com



Ethos, Pathos, or Logos?



I'm a PC.



I'm a Mac.

Why you'll love a Mac.

Why upgrade to Vista when you can upgrade past it?

If upgrading to Vista means buying a new computer, there's a better way: get a Mac. It's simpler, more powerful, and a lot more fun.

See the ad →

Ethos, Pathos, or Logos?



WILL HATE BRING IT ALL BACK? WILL IT BRING BACK THE INNOCENCE? THE SENSE OF SECURITY? WILL IT BRING BACK THE HUSBANDS AND WIVES AND SONS AND DAUGHTERS? WILL HATE MAKE US BETTER THAN THOSE WHO HATE US? OR MERELY BRING US CLOSER TO THEM? WILL HATE HELP US DESTROY OUR ENEMIES? OR WILL IT LAUGH AS WE DESTROY OURSELVES? THERE ARE THOSE WHO SAY WE DON'T KNOW WHO OUR ENEMY IS. BUT WE DO. OUR ENEMY

IS A NEIGHBORHOOD MOSQUE DEFACED BY VANDALS. AN ARAB-AMERICAN STOREKEEPER IN FEAR OF REPRISAL. A SCARED MUSLIM CHILD BULLIED BECAUSE SHE IS DIFFERENT. HATE IS OUR ENEMY. AND WHEN WE START TO HATE OTHER AMERICANS, WE HAVE LOST EVERYTHING. HATE HAS TAKEN ENOUGH FROM US ALREADY. DON'T LET IT TAKE YOU.

AMERICANS STAND UNITED

 (202) 429-5210
www.aainstitute.org



GRAB LIFE BY THE HORNS



IT'S ANYTHING BUT CUTE.

Ethos, Pathos, or Logos?



Ethos, Pathos, Logos?



There are some things you just can't afford to gamble with.

When you get a cavity, there's no second chance.

That's why it's important that you know that more dentists recommend Crest for fighting cavities than all other toothpastes combined.

It's a point that's made rather dramatically when you consider that Crest has prevented 523 million cavities since its introduction in 1955.

There are, of course, no sure things in your battle against cavities. But at least Crest helps put the odds in your favor.

The dentists' choice for fighting cavities.



*Crest has been shown to be an effective decay-preventive dentifrice that can be of significant value when used in a consistently applied program of oral hygiene and regular professional care. Council on Dental Therapeutics, American Dental Association. © 1985, 1987.

Ethos, Pathos, or Logos?



The End!

- Your assignment right now is to search the internet for a (school appropriate!) advertisement that displays either ethos, logos, or pathos.
- Open the image to its full-screen size.

Ad Analysis

- Leave your iPad on your desk with the ad open
- I will assign you a number (1-29)
- You and one other person will analyze 7 **ads**.
- Complete the following for **each**:
 - The # & Name of “product” being advertised
 - A: Intended Audience
 - B: Spokesperson (if there is one)
 - C: Purpose of advertisement
 - D: Type of persuasive appeals-briefly explain

FOR EXAMPLE: Ad Analysis

- #1: Michelin Tires
- Little Baby
- Don't skimp on the important stuff, we need good tires our families depend on it.
- Pathos (little babies are cute and we want them to live)

